

NUTRITION AND PHYSICAL ACTIVITY TO PREVENT OBESITY PROGRAM

Arizona Department of Health Services

Family Workgroup Summary

May 2004

Welcome by ADHS

The purpose of this first workgroup meeting was to start vision and strategy development for the comprehensive state plan to reduce obesity and chronic disease through physical activity and nutrition interventions. The groups will meet once a month for 3 hours at ADHS through August (possibly September). A draft of the plan will be completed by September 2004 with community forums following for a completion of the plan by January 2005. We plan a kick-off of the plan in February.

All workgroups received background reading for this meeting as well as additional reading in their perspective areas for the next meeting. *If you did not attend the first meeting, you can get the materials at the meeting session.*

Each workgroup has a program staff liaison. The liaison will be the contact for each of their groups regarding questions or concerns and will be leading the group along with our facilitator. Liaisons for workgroups are listed below:

Emily Augustine, CHES - Physical Environmental, Worksite, Special Needs

Lisa DeMarie, MA - Elementary School, Junior/Senior High School, Family

Renae Cunnie, Ph.D. – Healthcare, Community

PROGRAM VISION:

To be recognized as the leader in obesity prevention in Arizona, resulting in optimal health for our citizens.

PROGRAM MISSION:

To improve the health and quality of life of Arizona residents by reducing the incidence and severity of chronic disease and obesity through physical activity and nutrition interventions.

PROGRAM GOALS:

1. To promote and enable the citizens of Arizona to eat smart.
2. To promote and enable active lifestyles in Arizona residents.

GENERAL GOAL FOR THESE PLANNING WORKGROUPS:

To assist with the writing of Arizona's comprehensive state plan, including developing strategies and action steps, to reduce chronic disease and obesity through physical activity and nutrition interventions.

There are eight workgroups including:

- Physical Environment
- Worksite
- Elementary school
- Junior/Senior High school
- Special Needs
- *Family*
- Healthcare
- Community

Ground Rules

- Full participation
- Speak to be heard
- Open to all ideas – No Prejudice
- Turn Off Cell Phones
- No Blaming
- Limit using acronyms or explain acronyms
- Share the time

Definition of Family workgroup:

For the purpose of these workgroups, the Family population can encompass many varied descriptions, including the following:

- Nuclear and/or extended multi-generational, multi-cultural and racial members; economic unit with shared responsibility; where culture is influential; where values, identity, beliefs, habits, traditions are formed; may have designated decision makers, a matriarch; It is an interdependent functioning unit in our society; can consist of two homes.

This workgroup will work on strategies and action steps for physical activity and nutrition that will positively effect this population and the issues related to this population.

Vision of the ideal for reducing/preventing obesity in the Family population:

1. National Media Campaign which includes consistent messaging from all areas programs (from schools, work sites, community)
2. Every family has access to healthy food
3. Families become advocates - Responsibility for the well-being of the family unit and are committed to have one healthy meal per day together. Children learn to cook healthy meals and cook together as a family. Parents provide appropriate role modeling and health habits are passed down to generations.
4. Live in a safe environment where children and adults can play outside in the evenings.

Identified strategies

1. Develop National Media Campaign with consistent messaging: take something and stick with it. Create a generic/general message-something simple that anyone can fit into his or her lives. Educate the family through program information and social marketing (culturally sensitive) (Womb to tomb). Example, Family Meal Together: Educate the parent teacher association, etc.; had a social campaign - bring in corporations that are good at marketing. Have them come to the table can help us come up with messaging. Model after another successful programs-such as tobacco cessation.
2. Increase media literacy-learned what their real messaging is to buy more. Work with the business industry to increase the availability of healthy products and knowledge to consumers. Create a slogan/tag line that goes out on envelopes, letter headed etc.
3. Create a Secretary of Physical Activity and Nutrition position to lead the charge.

Parking Lot

Parent Role Models - BMI change contest by school for appearance. Publicize participation-graphics that illustrates a thermometer with measures similar to that of a United Fund drive.